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May 14, 2003

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, S.W., Room 8-B201
Washington, D.C. 20554

**Re: Applications for Transfer of Control of Hispanic Broadcasting Corp.,
and Certain Subsidiaries, Licensees of KGBT(AM), Harlingen, Texas
et al. (Docket No. MB 02-235, FCC File Nos. BTC-20020723ABL et al.)**

Dear Chairman Powell:

On behalf of Univision Communications Inc. ("Univision") and Hispanic Broadcasting Corporation ("HBC"), we are writing to urge that the Commission promptly grant the above-referenced merger application, as well as to respond to recent ex parte contacts by opponents of the Univision/HBC merger who now assert that the Commission should rewrite its multiple ownership rules to create a "separate but equal" class of broadcasters to be known as the Spanish-language media market. As both Univision and HBC have previously demonstrated to the Commission, and reiterate below, there is no factual basis for this unprecedented effort to partition the broadcast audience, particularly in the face of prior Commission decisions specifically rejecting such an approach. Those seeking the creation of such an artificial regulatory classification based solely upon a station's chosen program content rely upon an inaccurate stereotype of American Hispanics that suits their agenda. However, there is nothing in the record of this proceeding to support such an ad hoc revision of the Commission's Rules.

As an initial matter, the applicants grow increasingly concerned about the delay in obtaining Commission action on their application. In an effort to avoid the unnecessary public and private harms that protracted consideration of a merger application imposes, the Commission created "a timetable to ensure that even the most complex transactions are processed in 180 days . . ." FCC Implements Predictable, Transparent, and Streamlined Merger Review Process, News Release (Jan. 12, 2000). However, in this proceeding, the Media Bureau stopped the merger clock at Day 176 on January 24, 2003

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in order to consult with the Department of Justice. On February 27, 2003, the applicants informed the Commission that the Department of Justice had concluded its review of the merger. However, to this day the merger clock remains stalled at Day 176. In actuality, today is Day 286 of the merger review. The harms caused to Univision, HBC, their employees, and the public grow with each additional day of delay and uncertainty.

The applicants wish to repeat that the proposed merger is far from complex, as it complies with all Commission rules, involves no waivers, and, despite the submission of thousands of pages into the record by opponents of the merger, those opponents have been unable to cite a single precedent to the contrary. Instead, the applicants here have been subjected to a steady stream of false invective and unsupported conclusory statements aimed not at assisting the Commission in reaching an informed decision, but solely at jamming the Commission's application processing mechanism at any cost. Continued delay merely rewards and encourages more of this conduct.

Having been through this extended process, the applicants heartily agree with your statement that:

It is a constant mantra of this Agency that the public and industry benefit from clear and specific rules and regulations. For example, we bemoan rule by waiver and strive to make our rules the final arbiter of issues presented to the Commission. This was an important goal of ours in revising the cable horizontal ownership rules last October, as well as our broadcast ownership rules in August. I commend this approach and remain committed to it. * * * I would argue, however, that importation of the four-part public interest test as an overlay to the application of specific rules that already address identified harms makes the rules less clear in a way that is detrimental to the public interest. In cable and broadcast regulation, for example, we have an extensive and comprehensive set of structural rules whose goal is the redress of myriad harms to the public interest. As the industry prepares to comply with these extensive rules, and structure business decisions around them, they deserve the benefit of certainty as to how these rules are going to be applied. The public deserves the benefits of knowing the ground rules we will use to evaluate mergers as well.

MediaOne Group, Inc., Transferor, to AT&T Corp., Transferee, 15 FCC Rcd 9816 (2000)
(Concurring Statement of Commissioner Powell).

Despite these sage words, opponents of the merger now seek to have the ground rules changed, asking that the Commission adopt the amorphous concept of a "Spanish-

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language media market.” In this regard, it is worth noting once again that the merger of Univision and HBC is a merger of a television company with a radio company, and neither the Commission nor the Department of Justice has found that these two differing types of media compete with each other, regardless of how they are programmed. Thus, even if Hispanic audiences actually did limit themselves to Spanish-formatted radio and television stations, the merger would still have no impact upon competition. The assertion of a single unified Spanish-language media market therefore implodes under even cursory examination.

While the record is suddenly replete with conclusory assertions of a separate Spanish-language media market, sorely missing from the record is any evidence that Hispanics will actually lack adequate listening and viewing options after the merger. In reality, Hispanics not only have numerous options available to them, but are quite active in utilizing those options.

Hispanic Audiences Rely Heavily on English-Language Formatted Stations.

Despite the stereotype of Hispanics that is promoted by those advocating a separate market, Hispanics listen to and watch a broad diversity of broadcast sources, including English-language stations. According to Nielsen, over 99% of all Hispanic television households in the United States watch one or more English-language broadcast networks. (Source: Nielsen, NHSI Custom Cume Analysis, February 2003). Similarly, Hispanics listen heavily to English-language radio stations. In the markets in which HBC's stations are located, an average of nearly two-thirds of all Hispanics listen to English-language radio stations. In fact, in some markets, such as Albuquerque, 82% of Hispanics listen to English-language radio stations. (Source: Arbitron, Hispanic Person 12+/Total Week/Fall 2002).

Nationally, Hispanics spend the *majority* (53.4%) of their radio listening time listening to English-language formats. (Source: Arbitron, Power of Hispanic Consumers at 25 available at http://www.arbitron.com/downloads/hisp_consumer_study_2003.pdf). Of the five most popular radio formats among Hispanic listeners, only two of them are in Spanish. (Source: Arbitron, 2001 Hispanic Radio Today at <http://www.arbitron.com/downloads/hispradiotoday01.pdf>). Attached hereto are lists of the ten most popular radio stations among Hispanic listeners in each of the HBC markets as reported in the most recent Arbitron ratings study. Even a brief examination of this data destroys the myth that Hispanics do not listen to English-formatted stations. As these rankings indicate, in some markets as many as *nine* English-formatted stations are in the top ten among Hispanic listeners.

Further emphasizing the point, because HBC itself focuses on formats that it believes will attract Hispanics, it programs stations in both English and Spanish. Of

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HBC's 62 radio stations, six are programmed in all English, and three utilize bilingual formats, even though they are all targeted at Hispanic listeners. The suggestion that Hispanics listen only to Spanish-language media is a fallacy.

There Are Numerous Spanish-Language Media Sources Available to Hispanic Audiences. Even if English-language radio and television broadcasts are ignored, Hispanics still have access to a wide diversity of radio and television stations. There are at least six Spanish-language television broadcast networks, as well as over 20 additional Spanish-language television networks available on cable and/or satellite in the United States. (Source: Electronic Media, Hispanic Television Directory at <http://www.tvweek.com/hispanictv>). In addition, there are at least 25 independent Spanish-language television stations in the United States, and numerous Spanish-language broadcast stations broadcasting into the U.S. from Mexico. (Source: Nielsen 2003 Universe Estimates). There are also scores of Spanish-language newspapers available, as well as extensive Spanish-language resources available on the Internet. In addition, each of the top four English-language commercial broadcast television networks, as well as a number of other broadcast and nonbroadcast networks, often broadcast a Spanish-language soundtrack for their programming using the Second Audio Program channel. See Implementation of Video Description of Video Programming, Report and Order, 15 FCC Rcd 15230 (2000) at ¶¶ 14, 21.

Station Format Changes From English to Spanish Are Common, as Demonstrated by the Rapidly Growing Number of Spanish-Language Radio Stations in the U.S. Merger opponents would have the Commission believe that Hispanics listen to only Spanish-formatted radio stations, and that HBC, *without acquiring a single additional radio station through the merger*, will suddenly have a stranglehold on ownership of such stations. This is nonsense. First of all, it must be remembered that the 56 HBC radio stations formatted at least partially in Spanish represent only 8% of the Spanish-language radio stations in the U.S. Moreover, the number of Spanish-language radio stations is growing at a furious pace, having doubled in the last decade. (Source: figures from M Street Journal). According to Arbitron, between 2001 and 2002, the number of Spanish-language radio stations in the United States increased from 600 to 699. (Source: Arbitron, 2001 Radio Today at 38 available at <http://www.arbitron.com/downloads/radiotoday01.pdf> and Radio Today 2003 Edition at 48 available at <http://www.arbitron.com/downloads/radiotoday03.pdf>). In just that one year period, far more Spanish-language stations came into existence than are involved in the proposed merger.

As this rapid growth in the number of Spanish-formatted radio stations indicates, just as Hispanic audiences freely traverse between English and Spanish-formatted stations, broadcast stations readily migrate between formats regardless of language. The fact that Hispanic audiences readily listen to English-formatted stations, and English-

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formatted stations readily change to Spanish formats, emphasizes that Spanish-formatted stations are not a fixed market unto themselves, but merely a format choice which, like all format choices, is intended to reach a particular segment of the overall market, whether it be Hispanics, teenagers, or classical music fans. Despite the claims of merger opponents, changing a station to a Spanish-language format is little different than any other format change, and this fact ensures that there will continue to be ample listening options available to even those Hispanics who listen to little English-language radio. The ease with which a broadcast station can be changed to a Spanish-language format is demonstrated by the fact that since January 1, 1998, Univision has acquired and converted thirty stations to a Spanish-language format. In a similar period, HBC acquired and converted twenty-two radio stations to a Spanish-language format. The hallmark of both of these companies has been the creation of new Spanish-language listening and viewing options for the public through conversion of stations to a Spanish-language format, and not the consolidation of existing Spanish-language broadcast stations.

In short, there is no factual basis for artificially designating a separate Spanish-language regulatory market, and it is worth noting that neither the petitioner here, the National Hispanic Policy Institute, nor its alter ego, radio competitor Spanish Broadcasting System, asserted the existence of such a separate market until their joint April 7, 2003 *ex parte* submission, *filed over eight months after the merger application was filed*. Even now, the petitioner provides nothing but conclusory statements to support that claim, and wholly fails to explain on what basis the Commission should overturn its rulings in *Spanish Radio Network* that there is no separate Spanish-language market, and that stations that air programming in a Spanish format are to be treated the same as stations with any other format for multiple ownership purposes. *See Spanish Radio Network*, 10 FCC Rcd 9954 (1995) at ¶¶ 7-9. Nor does the petitioner rebut the Commission's later finding in *Brawley Broadcasting* which confirmed that Spanish-language programming is merely another program format, and that "the Commission does not regulate or scrutinize programming formats, nor does it take programming formats into consideration when considering assignment applications." *Brawley Broadcasting Co.*, 13 FCC Rcd 21119 (1998) at ¶ 14. Both of these decisions continue to be fully justified by the facts here.

Finally, even if there were some conceivable basis for considering Spanish-formatted stations as a separate market for multiple ownership purposes, the Commission itself recognized in *Spanish Radio Network* the unwanted ramifications of such an approach: "Petitioner's desire to segregate the radio metro market for ownership purposes into Spanish-language and English-language stations might allow the acquisition of a Spanish station by the owner of an English station where [it would

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otherwise exceed the broadcast ownership limits].” Spanish Radio Network, 10 FCC Rcd 9954 (1995) at ¶ 9.

Designation of such a separate market is neither factually warranted, nor, as the Commission noted in *Spanish Radio Network*, wise. The applicants therefore urge the Commission to reject such eleventh-hour claims, and promptly grant the pending merger application.

Respectfully,



Scott R. Flick

Counsel for Univision Communications Inc.



Roy R. Russo

Counsel for Hispanic Broadcasting Corporation

cc: Commissioner Kathleen Q. Abernathy
Commissioner Jonathan S. Adelstein
Commissioner Michael J. Copps
Commissioner Kevin J. Martin
W. Kenneth Ferree
David Brown

Enclosures

ATTACHMENTS

ALBUQUERQUE, NEW MEXICO

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KYLZ-FM	Rhythmic Contemporary Hit (English)
2.	KABG-FM	Oldies (English)
3.	KRST-FM	Country (English)
4.	KLVO-FM	Mexican Regional (Spanish)
5.	KKSS-FM	Rhythmic Contemporary Hit (English)
6.	KKOB-AM	News Talk Information (English)
7.	KMGA-FM	Adult Contemporary (English)
8.	KSYU-FM	Adult Contemporary (English)
9.	KZRR-FM	Album Oriented Rock (English)
10.	KBQI-FM	Country (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

CHICAGO, ILLINOIS

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	WLEY-FM	Mexican Regional (Spanish)
2.	WOJO-FM	Mexican Regional (Spanish)
3.	WBBM-FM	Pop Contemporary Hit Radio (English)
4.	WIND-AM	Spanish News/Talk (Spanish)
5.	WVIV-FM	Spanish Contemporary (Spanish)
6.	WKSC-FM	Pop Contemporary Hit Radio (English)
7.	WLIT-FM	Adult Contemporary (English)
8.	WGCI-FM	Urban Contemporary (English)
9.	WNTD-AM	Spanish News/Talk (Spanish)
10.	WKIE-FM	Spanish Contemporary (Spanish)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

DALLAS-FT. WORTH, TEXAS

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KLNO-FM	Mexican Regional (Spanish)
2.	KESS-FM	Mexican Regional (Spanish)
3.	KZMP-FM	Mexican Regional (Spanish)
4.	KBFB-FM	Urban Contemporary (English)
5.	KHCK-FM	Tejano (Spanish)
7.	KDXX-FM	Spanish Contemporary (Spanish)
7.	KTCY-FM	Spanish Contemporary (Spanish)
8.	KLTY-FM	Contemporary Christian (English)
9.	KHKS-FM	Pop Contemporary Hit Radio (English)
10.	KVIL-FM	Adult Contemporary (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

EL PASO, TEXAS

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KBNA-FM	Spanish Contemporary (Spanish)
2.	KPRR-FM	Rhythmic Contemporary Hit (English)
3.	KTSM-FM	Soft Adult Contemporary (English)
4.	KOFX-FM	Oldies (English)
5.	KLAQ-FM	Album Oriented Rock (English)
6.	KSII-FM	Hot Adult Contemporary (English)
7.	KINT-FM	Mexican Regional (Spanish)
8.	XHNZ-FM	Spanish Contemporary (Spanish)
9.	XHTO-FM	Pop Contemporary Hit Radio (English)
10.	KHRO-FM	Alternative (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

FRESNO, CALIFORNIA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KOQO-FM	Mexican Regional (Spanish)
2.	KLBN-FM	Mexican Regional (Spanish)
3.	KMGV-FM	Rhythmic Oldies (English)
4.	KSEQ-FM	Rhythmic Contemporary Hit (English)
5.	KBOS-FM	Rhythmic Contemporary Hit (English)
6.	KVSR-FM	Pop Contemporary Hit Radio (English)
7.	KZFO-FM	Spanish Contemporary (Spanish)
8.	KZOL-FM	Mexican Regional (Spanish)
9.	KWRU-AM	Spanish News/Talk (Spanish)
10.	KMMM-FM	Spanish Contemporary (Spanish)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

HOUSTON-GALVESTON, TEXAS

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KLTN-FM	Mexican Regional (Spanish)
2.	KOVE-FM	Spanish Contemporary (Spanish)
3.	KPTY-FM	Pop Contemporary Hit Radio (Bilingual)
4.	KODA-FM	Adult Contemporary (English)
5.	KRBE-FM	Pop Contemporary Hit Radio (English)
6.	KTJM-FM	Mexican Regional (Spanish)
7.	KBXX-FM	Rhythmic Contemporary Hit (English)
8.	KQQK-FM	Spanish Contemporary (Spanish)
9.	KQUE-AM	Mexican Regional (Spanish)
10.	KLDE-FM	Oldies (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

LAS VEGAS, NEVADA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KISF-FM	Mexican Regional (Spanish)
2.	KQMR-FM	Spanish Contemporary (Spanish)
3.	KQRT-FM	Mexican Regional (Spanish)
4.	KWID-FM	Rhythmic Contemporary Hit (English)
5.	KLUC-FM	Pop Contemporary Hit Radio (English)
6.	KLSQ-AM	Spanish Oldies (Spanish)
7.	KDOX-AM	Mexican Regional (Spanish)
8.	KJUL-FM	Adult Standards (English)
9.	KSNE-FM	Soft Adult Contemporary (English)
10.	KOMP-FM	Album Oriented Rock (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

LOS ANGELES, CALIFORNIA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KSCA-FM	Mexican Regional (Spanish)
2.	KLVE-FM	Spanish Contemporary (Spanish)
3.	KPWR-FM	Rhythmic Contemporary Hit (English)
4.	KBUE-FM	Mexican Regional (Spanish)
5.	KLAX-FM	Mexican Regional (Spanish)
6.	KXOL-FM	Spanish Contemporary (Spanish)
7.	KIIS-FM	Pop Contemporary Hit Radio (English)
8.	KROQ-FM	Alternative (English)
9.	KSSE-FM	Spanish Contemporary (Spanish)
10.	KHHT-FM	Rhythmic Oldies (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

MIAMI-FT. LAUDERDALE-HOLLYWOOD, **FLORIDA**

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	WAQI-AM	Variety (Spanish)
2.	WCMQ-FM	Classic Hits (English)
3.	WAMR-FM	Spanish Contemporary (Spanish)
4.	WRMA-FM	Spanish Contemporary (Spanish)
5.	WRTO-FM	Spanish Tropical (Spanish)
6.	WPOW-FM	Rhythmic Contemporary Hit (English)
7.	WXDJ-FM	Spanish Tropical (Spanish)
8.	WQBA-AM	Spanish News/Talk (Spanish)
9.	WFLC-FM	Hot Adult Contemporary (English)
10.	WLYF-FM	Adult Contemporary (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaxiMiSer V9.0 MultiRanker Report Demographic, Winter 2003.

NEW YORK, NEW YORK

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	WSKQ-FM	Spanish Tropical (Spanish)
2.	WPAT-FM	Spanish Contemporary (Spanish)
3.	WCAA-FM	Spanish Tropical(Spanish)
4.	WADO-AM	Spanish News/Talk (Spanish)
5.	WQHT-FM	Rhythmic Contemporary Hit (English)
6.	WLTW-FM	Adult Contemporary (English)
7.	WHTZ-FM	Pop Contemporary Hit Radio (English)
8.	WKTU-FM	Rhythmic Contemporary Hit (English)
9.	WLXE-AM	Mexican Regional (Spanish)
10.	WWPR-FM	Urban Contemporary (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

PHOENIX, ARIZONA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KHOT-FM	Mexican Regional (Spanish)
2.	KLNZ-FM	Mexican Regional (Spanish)
3.	KKFR-FM	Rhythmic Contemporary Hit (English)
4.	KZZP-FM	Pop Contemporary Hit Radio (English)
5.	KOMR-FM	Spanish Contemporary (Spanish)
6.	KUPD-FM	Active Rock (English)
7.	KMLE-FM	Country (English)
8.	KNIX-FM	Country (English)
9.	KESV-FM	Adult Contemporary (English)
10.	KVVA-FM	Spanish Contemporary (Spanish)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

SAN ANTONIO, TEXAS

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KBBT-FM	Rhythmic Contemporary Hit (Bilingual)
2.	KXTN-FM	Tejano (Spanish)
3.	KISS-FM	Active Rock (English)
4.	KONO-FM	Oldies (English)
5.	KROM-FM	Mexican Regional (Spanish)
6.	KLEY-FM	Mexican Regional (Spanish)
7.	KTFM-FM	Pop Contemporary Hit Radio (English)
8.	KXXM-FM	Pop Contemporary Hit Radio (English)
9.	KZEP-FM	Classic Rock (English)
10.	KCYY-FM	Country (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

SAN DIEGO, CALIFORNIA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KLNV-FM	Mexican Regional (Spanish)
2.	XHTZ-FM	Rhythmic Contemporary Hit (English)
3.	KLQV-FM	Spanish Contemporary (Spanish)
4.	KHTS-FM	Pop Contemporary Hit Radio (English)
5.	XHRM-FM	Rhythmic Oldies (English)
6.	XLTN-FM	Spanish Contemporary (Spanish)
7.	XTRA-FM	Alternative (English)
8.	KFMB-FM	Hot Adult Contemporary (English)
9.	XRST-FM	Spanish Contemporary (Spanish)
10.	KOCL-FM	Oldies (English)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.

SAN FRANCISCO, CALIFORNIA

Top Ranked Stations Among Hispanic Listeners

Rank	Station	Format (Language)
1.	KYLD-FM	Rhythmic Contemporary Hit (English)
2.	KSOL-FM	Mexican Regional (Spanish)
3.	KBRG-FM	Spanish Contemporary (Spanish)
4.	KMEL-FM	Other (English)
5.	KEMR-FM	Spanish Contemporary (Spanish)
6.	KIQI-AM	Spanish News/Talk (Spanish)
7.	KLOK-AM	Mexican Regional (Spanish)
8.	KOIT-FM	Soft Adult Contemporary (English)
9.	KIBQ-FM	Adult Contemporary (English)
10.	KSQL-FM	Mexican Regional (Spanish)

Stations ranked by number of Hispanic listeners, age 12+, in the average quarter-hour, Monday through Sunday, 6:00 AM to 12:00 midnight. Data from Arbitron, MaximiSer V9.0 MultiRanker Report Demographic, Winter 2003.